

We are group of three friends. We recently opened a logistic firm in Vijayawada named Sankeda Logistics Pvt Limited. As the location was quite well. We had access to railways, airways, roadways and ports.

We had a motto i.e. to be best hassle-free logistic firm which has good connection with their customers. If a client comes to us with any task. We do it in such a way that the client becomes our permanent client.

Me(Sukriti), Aahya and Dipti had to come up with a plan to accomplish our goals. As there were many competitors such as Exemplar Logistics and Corporation.

We had to come up with some plan. So, we came up with plans for each level of our company-

**Strategic Plan-** I prepared strategic plan in which I focused mainly on how to achieve our goal. I set some goals for the organization i.e. to pump up our yearly revenue to 40% more as of now in next 3 years. Create a marketing team for dealing with international clients so that in next 5 years we become a MNC and have our office in at least 3 countries.

**Tactical Plan-** Aahya was in charge of this planning. After listening to my plan, she proposed a plan that will support my vision. She proposed that to increase our revenue we need to find better ways for transporting cargos. Currently we depend mostly on roadways. She said that if we use railways for transportation it'll be much good and safer plus it is cheap. And since India has largest rail network, we can definitely use that. And for landing international clients we will set up better marketing rather than what we have now. As our marketing department is trailing behind currently.

**Operational Plan-** After listening to mine and Aahya's idea Dipti came up with a brilliant solution that will support our vision. To increase revenue we need productivity at lower levels too. So Dipti insisted that whoever works on weekend gets extra payment or who completes more goals than given goal for each week gets bonus. This will increase productivity in workers.

**Proactive plan-** We also came up with risk management plan. The proactive plan is that we will have our own assets in case of any transportation failures. If any such failure occurs we wont be losing that tender instead we will complete the tender with our own assets. This make us less dependent on third party authorities.

**Reactive Plan-** We have different departments in our company i.e. we also provide storage to some sensitive cargos. Once our storage department went under loss but profit from other departments saved it and we changed our structural working of Cargo department so that it doesn't encounters any further loss.

### **A Story-**

Since, we were having good progress in Q3 of FY 2018, our rival i.e. exemplar logistics also wanted to compete with us as our revenue in Q3 surpassed theirs. So, they decided to force labours for more work without any raise. The result of this action was that they went under protest and the firm went under great loss. They were in so much loss that they came onto the brink of being bankrupt. They tried hard to get put of that. But at last in Q3 2019, they were about to declare bankruptcy but we jumped in and now we're in talks of a merger.